Redwood City

2010 City Satisfaction Survey

January 2011
Methodology Overview

- **Data Collection**: Telephone Interviewing
- **Universe**: 55,930 adult residents of Redwood City
- **Fielding Dates**: November 17 through 23, 2010
- **Interview Length**: 18 minutes
- **Interview Languages**: English and Spanish
- **Sample Size**: 400
- **Margin of Error**: ± 4.9%

Note: The data have been weighted to reflect the actual population characteristics of Redwood City residents in terms of their gender, age, ethnicity, and zip code of residence.
Quality of Life and Sense of Community
Satisfaction with Quality of Life

2010
- Very Satisfied: 60%
- Somewhat Satisfied: 33%
- Somewhat Dissatisfied: 6%
- Very Dissatisfied: 0%
- DK/NA: 0%

2008
- Very Satisfied: 59%
- Somewhat Satisfied: 33%
- Somewhat Dissatisfied: 6%
- Very Dissatisfied: 0%
- DK/NA: 0%
Important Issues Facing Redwood City

- Improving education: 15%
- Economy: 11%
- Reducing crime: 8%
- Creating affordable housing: 7%
- Management of City budget/services: 5%
- Jobs: 4%
- Gangs: 4%
- Reducing traffic congestion: 3%
- Developing Saltworks property: 3%
- Illegal immigration: 3%
- Preserving open spaces: 3%
- Regulating commercial development: 2%
- Revitalizing downtown: 2%
- Population growth: 2%
- Improving the cleanliness of the City: 2%
- Other: 12%
- DK/NA: 15%

Note: Issues that were mentioned by less than 2 percent of the residents have been added to the "Other" category for charting purposes.
Sense of Community

- **2010**: 26% Very strong, 36% Somewhat strong, 22% Somewhat weak, 7% Very weak, None at all, DK/NA
- **2008**: 22% Very strong, 37% Somewhat strong, 22% Somewhat weak, 11% Very weak, None at all, DK/NA
- **2003**: 18% Very strong, 44% Somewhat strong, 24% Somewhat weak, 7% Very weak, None at all, DK/NA
Involvement with Community Organizations

- Donated money/resources: 36% in 2010, 30% in 2008
- Volunteered: 24% in 2010, 26% in 2008
- Participated: 17% in 2010, 11% in 2008
- No: 47% in 2010, 51% in 2008
- DK/NA: 2% in 2010, 2% in 2008
Barriers to Involvement

- Too busy, don't have time: 45%
- Cannot afford to give: 17%
- No local organizations interest me: 10%
- Don't know any local organizations: 9%
- Elderly or health problems: 6%
- Volunteer outside of Redwood City: 3%
- Need more information: 5%
- Participate outside of Redwood City: 5%
- Donate outside of Redwood City: 3%
- Lack of child care: <1%
- Other: 10%
- DK/NA: 3%
City Service Ratings
Overall Satisfaction with City Services

2010: Very satisfied 36%, Somewhat satisfied 49%, Somewhat dissatisfied 8%

2008: Very satisfied 41%, Somewhat satisfied 45%, Somewhat dissatisfied 6%, Very dissatisfied 5%

2003: Very satisfied 40%, Somewhat satisfied 47%, Somewhat dissatisfied 6%

2001: Very satisfied 30%, Somewhat satisfied 51%, Somewhat dissatisfied 7%, Very dissatisfied 6%
Satisfaction with Specific City Services

Note: The above rating questions have been abbreviated for charting purposes, and the responses were recoded to calculate mean scores: “Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2.
Police Department Ratings

- 2010: 28% Excellent, 45% Good, 14% Fair, 9% Poor, 5% Very Poor
- 2008: 26% Excellent, 45% Good, 14% Fair, 4% Poor, 9% Very Poor
- 2003: 26% Excellent, 47% Good, 17% Fair, 5% Poor
- 2002: 27% Excellent, 48% Good, 13% Fair, 4% Poor, 7% Very Poor
Neighborhood Safety After Dark

- **2010**: 43% Very safe, 39% Reasonably safe, 9% Somewhat unsafe, 7% Very unsafe
- **2008**: 46% Very safe, 34% Reasonably safe, 14% Somewhat unsafe, 4% DK/NA
- **2003**: 41% Very safe, 37% Reasonably safe, 15% Somewhat unsafe, 6% DK/NA
Downtown Safety After Dark

- **2010**: 34% Very safe, 39% Reasonably safe, 14% Somewhat unsafe, 9% Very unsafe
- **2008**: 39% Very safe, 37% Reasonably safe, 10% Somewhat unsafe, 10% Very unsafe
- **2003**: 18% Very safe, 43% Reasonably safe, 21% Somewhat unsafe, 9% Very unsafe, 9% DK/NA
Use of City Parks and Recreation

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>DK/NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>58%</td>
<td>39%</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>58%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>65%</td>
<td>34%</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>70%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>
Ratings of City Parks and Recreation

Year | Excellent | Good | Fair | Poor | Very Poor | DK/NA
--- | --- | --- | --- | --- | --- | ---
2010 | 29% | 46% | 11% | 9% | | |
2008 | 39% | 43% | 13% | | | |
2003 | 32% | 49% | 11% | 5% | | |
2001 | 31% | 44% | 13% | 9% | | |
Attendance of Downtown Events

- Yes: 70%
- No: 29%
- DK/NA: 1%
Satisfaction with Parks and Recreation

Downtown events: 1.7
Condition of sports fields/courts: 1.5
Organized sports for youth/teens: 1.5
Attractiveness/cleanliness of parks/facilities: 1.4
Summer youth camps/programs: 1.4
Fitness classes for adults/seniors: 1.4
Organized sports for adults/seniors: 1.3
Safety in parks: 1.2
Availability/cleanliness of restrooms: 0.9

Note: The above rating questions have been abbreviated for charting purposes, and the responses were recoded to calculate mean scores: “Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2.
Library Service Ratings

- **2010**: 52% Excellent, 32% Good, 10% Fair
- **2008**: 52% Excellent, 33% Good, 10% Fair
- **2003**: 42% Excellent, 38% Good, 8% Fair, 11% Poor/Very Poor
- **2001**: 41% Excellent, 37% Good, 8% Fair, 12% Poor/Very Poor

Legend:
- Excellent
- Good
- Fair
- Poor/Very Poor
- DK/NA
Satisfaction with Library Services

Note: The above rating questions have been abbreviated for charting purposes, and the responses were recoded to calculate mean scores: “Very Satisfied” = +2, “Somewhat Satisfied” = +1, “Somewhat Dissatisfied” = -1, and “Very Dissatisfied” = -2.
City Communication and Outreach
Preferred Information Sources

- Website (City official site): 16%
- Email notices (City "E-news"): 12%
- Website (Other): 8%
- Word of mouth: 8%
- City "Community Notes": 7%
- Newspaper (Other): 7%
- Redwood City Daily News: 7%
- Newsletter (Other): 7%
- Mailers or flyers: 6%
- Television: 3%
- City catalog/booklet: 3%
- Facebook: 3%
- Other: 5%
- DK/NA: 9%

Note: Sources that were mentioned by less than 2 percent of residents have been added to the “Other” category for charting purposes.
Preferred City Communications

- City newsletter: 45%
- City email: 30%
- City website: 17%
- Facebook: 6%
- Twitter: 1%
- Not interested: 1%
- DK/NA: 1%
City Council Meetings

- Yes, attended a meeting: 11% (2010), 10% (2008)
- Yes, watched on cable television: 12% (2010), 12% (2008)
- Yes, watched on the Internet: 3% (2010), 3% (2008)
- No: 78% (2010), 78% (2008)
- DK/NA: 3% (2010), 3% (2008)

January 2011
Residents continue to be highly satisfied with the overall quality of life in Redwood City, and share a positive outlook toward the future.

As in previous surveys, residents shared diverse perspectives and cited a variety of issues that are most important for the future, including education (15%); the economy (11%) and jobs (4%); reducing crime (8%) and gangs (4%); and several issues related to growth and development.

A majority of residents feel a strong sense of community living in Redwood City and interact with their neighbors.

Many residents volunteer or participate with a local organization; however, there may be some potential to increase involvement through more flexible scheduling and one-time events.
City Service Ratings

- Residents report a high level of satisfaction with the job Redwood City is doing to provide City services as a whole.

- Residents also indicated high satisfaction with a wide range of City services, and satisfaction with several services has increased from previous surveys.

- Ratings of public safety continue to remain positive, and the results indicate that residents feel significantly safer in the downtown area after dark than they did prior to downtown revitalization efforts.

- Use of City parks and recreation has slightly declined from 2001. However, a majority of residents are satisfied with the quality of facilities and programs. In addition, satisfaction with specific services and features increased from the 2003 survey.

- The results also show that downtown events are highly effective in bringing the community together, and positively contribute to residents’ sense of community.

- A majority of residents has used Redwood City public library services in the past year. In addition, residents indicated high satisfaction with specific library services and features.
Communication with the City

- The results recommend that the City continue to use a variety of communication methods to inform the community. However, we expect a steady increase in residents’ preference for online information sources. In the current survey, there was a significant increase in residents who prefer official online City sources.

- Further, 54 percent would most prefer to receive information from the City through email (30%) or the website (17%).

- At the same time, just a handful of residents indicated a preference for receiving information from the City through Facebook (6%) or Twitter (1%), which indicates that the City has time to further consider these resources before implementing.
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